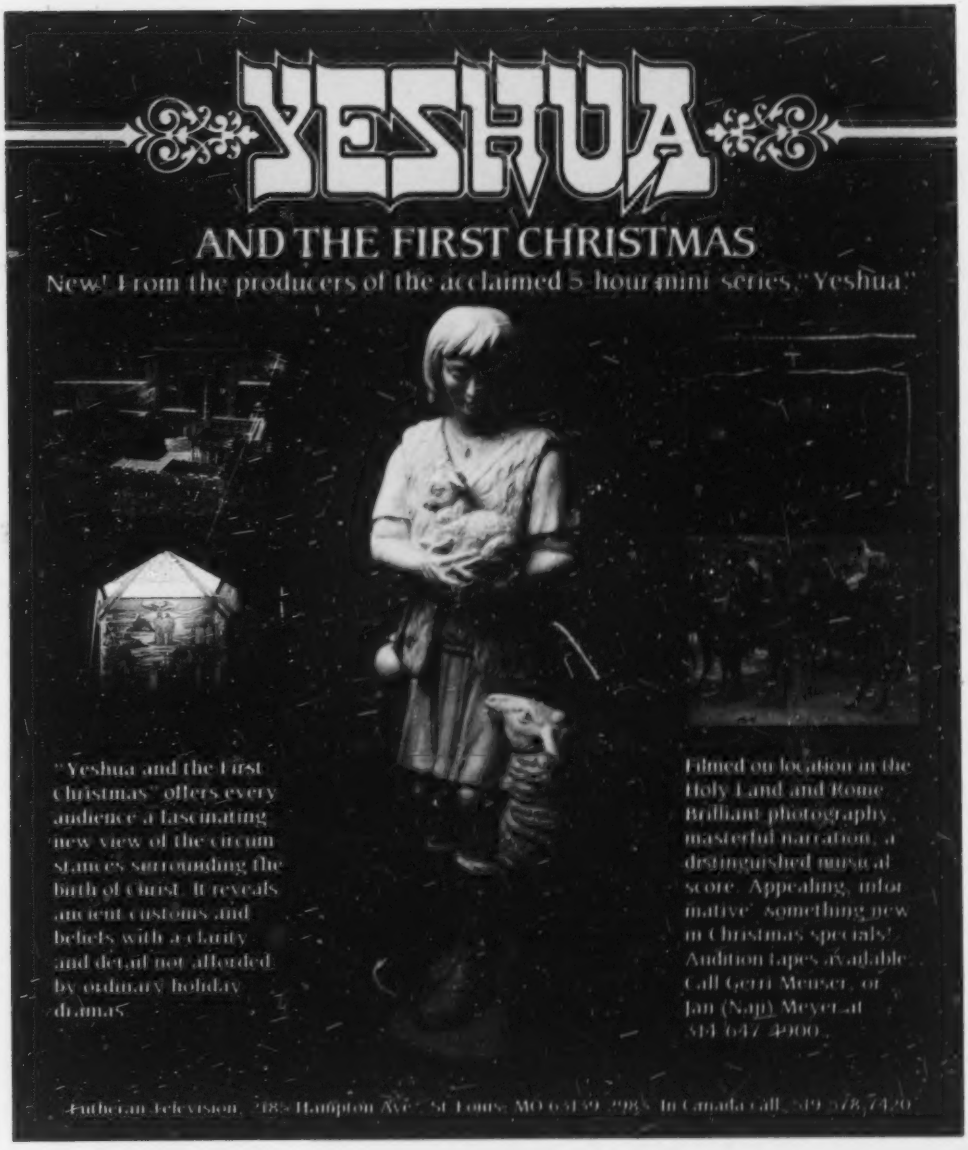
C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 16


YESHUA
AND THE FIRST CHRISTMAS
New! From the producers of the acclaimed 5 hour mini series, "Yeshua."
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54th Year 1985
Tuning in Radio '85
The news from RTNDA
WARC wraps up

BETHESDA MD 20814
4520 EAST-WEST HWY
CONGRESSNL INFO SRV **SAMPLE
SRI ACD
20814SRI AT850I ZWZ

Vol. 109 No. 12

Broadcasting Sep 16

Coverage from the RMPC in Dallas and the RTNDA in Nashville □ Space WARC winds down

NEW BALLGAME □ With final must carry appeal exhausted, broadcasters unite behind new proposal for rules. **PAGE 35.**

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tion costs. Unpredictable weather can also increase costs, when production must be postponed. (The year-round mild climate was a major reason studios originally settled in southern California.) Pike also pointed out that studios in Hollywood have post-production facilities, but outside Hollywood, "you rent." Furthermore, he said, "there are increased costs in dealing with unfamiliar territory, such as getting caught in traffic."

(Frazer, of *Our Family Honor*, said that a traffic jam near the Lincoln Tunnel in New York caused by fans on their way to attend a Bruce Springsteen concert cost his crew, which was in transit, an extra $20,000 in overtime charges.)

Universal Television, the largest supplier with 13 prime time series on the networks this fall, is producing three outside Hollywood: *Miami Vice*, *The Equalizer* and, for the sixth consecutive season, *Magnum, P.I.* Universal is also preparing a back-up series for NBC called *Dalton*, a highly stylized action-adventure series about a mysterious drifter who helps people in distress. The series will be a "road show," similar to *Route 66*, according to Earl Bellamy, senior vice president of production, Universal. The production schedule, he said, will "hub" around one city, such as Atlanta or New Orleans, for perhaps up to four episodes, and then move to another locale.

Bellamy acknowledged that on-location production is more expensive, but he said the networks assume the additional costs in their license fees with the studios. They are willing to pay more because "they want that look." He declined to give the cost of an on-location episode of any Universal series, but several producers believe *Miami Vice* is the most expensive of any prime time series on network television, with most estimates figuring it costs about $1.4 million per episode. Said one major studio production head: "I've heard horror stories about *Miami Vice*."

Producers are not only filming exterior shots on location, but interior shots as well. The interior scenes for Paramount's *Hometown* are being filmed on a sound stage erected in the lobby of the old Holland America Cruise Lines building on Pier 40 in New York. Interior scenes for *The Equalizer* are being shot in a former garage on West 59th Street in New York. The interior shots for

CBS's 'The Equalizer' in Central Park

Lady Blue are being filmed on a set at Chicago's Hospital for Communicable Diseases, which has been abandoned for several years. NBC's *The Cosby Show* is taped at the network's Brooklyn studios, and CBS's *Kate and Allie* is shot at the Ed Sullivan Theater in New York, now owned by Reeves Communications. The sound stage for *Magnum, P.I.* is a converted warehouse.

Another reason that production is on the rise outside Hollywood is that the quality of studio facilities in other parts of the country is also improving. The Kaufman Astoria Studios in Queens, N.Y., the Silversup Studio in Long Island City, and the old Fox Movietone studio on Manhattan's west side will soon be joined by another major production facility: a $100-million TV production studio that will include seven 14,500-square-foot sound stages and "all support services." Called the Manhattan Television Center, the new facility is being renovated from an old wire factory on the edge of east Harlem. Procter & Gamble has announced it will move production of three of its soaps to MTC—*As The World Turns*, *The Guiding Light* and *Another World*.

Also, Disney and MGM/UA have announced joint plans to build a full-scale $300-million motion picture and television studio adjacent to Disney World in Florida. Disney said plans call for full-size studios, capable of expansion to 12, along with a Disney-MGM/UA studio tour. Groundbreaking is expected before the end of the year and completion in 1987.

The construction and expansion of studio facilities have not been lost on network executives. Observes CBS's Kane: "One of the things that is getting much easier for New York is the facilities question. We're at the point now where you don't have to say, 'Great idea, but where do we have to shoot it?' That was always a consideration." Along with the basics, such as sound stages and on-line production facilities, Kane pointed out that ancillary services such as insurance, payroll and commissaries are now available in other cities besides Hollywood. The post-production business, Kane said, has "eased considerably to the point where it is much less of a factor." □

NBC rebounds to first place in ratings

NBC regained its winning form in the prime time ratings for the week ending Sept. 8 after finishing third the previous week. The network—which has been in first most of the summer—posted a 13.5 average rating and a 24 average share based on Nielsen's National Television Index. CBS had a 12.5/22 and ABC a 12.2/21.

The week was noteworthy for the number of preemptions of regular network schedules on Tuesday, Thursday, Friday and Saturday when some affiliates ran a Billy Graham special. For example, on Tuesday, *Who's the Boss* (8-8:30 p.m. NYT) was carried by only 89% of ABC affiliates.

HUT levels for the week were up 2%, from last year's 56.6 to 57.7. Combined ratings were also up 2%, from 37.4 to 38.2. And combined shares were virtually unchanged from last year's 66.5 at 66.4.

NBC had five of the top 10 shows, CBS had three and ABC two.

In nightly wins, NBC took Wednesday, Thursday, and Friday; CBS Monday and Sunday, and ABC Tuesday and Saturday.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	25.0/44
2.	Family Ties	NBC	22.1/38
3.	Stripes	ABC	19.0/31
4.	Cheers	NBC	18.9/31
5.	Murder, She Wrote	CBS	18.7/31
6.	The Gambler—sequel, pt. 1	CBS	18.7/30
7.	Moonlighting	ABC	17.6/28
8.	Hell Town	NBC	17.2/29
9.	Night Court	NBC	17.0/28
10.	60 Minutes	CBS	16.9/32
11.	Kate & Allie	CBS	16.7/28
12.	Newhart	CBS	16.2/25
13.	Miami Vice	NBC	16.0/29
14.	Simon & Simon	CBS	15.5/25
15.	A Team	NBC	14.9/25
16.	Cagney & Lacey	CBS	14.7/25
17.	20/20	ABC	14.3/26
18.	License to Kill	CBS	14.1/24
19.	Three's A Crowd	ABC	14.0/23
20.	Hill Street Blues	NBC	13.8/25
21.	Riptide	NBC	13.7/22
22.	MacGruder & Loud	ABC	13.6/24
23.	Who's the Boss?	ABC	13.5/24
24.	Love Boat	ABC	13.4/25
25.	A Change of Seasons	NBC	13.3/22
26.	Remington Steele	NBC	13.2/23
27.	Scarecrow & Mrs. King	CBS	12.9/22
28.	Funniest Commercial Goofs	ABC	12.7/21
29.	Facts of Life	NBC	12.6/23
30.	TV Bloopers & Practical Jokes	NBC	12.6/21
31.	Road Warrior	NBC	12.4/20
32.	Gimme A Break	NBC	12.2/24
33.	Margin for Murder	CBS	11.7/21
34.	Webster	ABC	11.6/23
35.	St. Elsewhere	NBC	11.6/21
36.	oceanQuest	NBC	11.4/18
37.	Hometown	CBS	11.3/21
38.	Benson	ABC	11.1/20
39.	NCAA Football, Ala.-Ga.	ABC	11.0/18
40.	Magnum, P.I.	CBS	10.8/19
41.	Barbara Mandrell Special	CBS	10.7/17
42.	Motown Revue	NBC	10.6/19
43.	Hunter	NBC	10.4/20
44.	Inside Third Reich, pt. 1	ABC	10.4/18
45.	ABC Sat. Morn. Preview	ABC	10.2/19
46.	I Had Three Wives	CBS	10.1/18
47.	West 57th	CBS	10.1/18
48.	Knight Rider	NBC	10.0/20
49.	Off the Rack	ABC	9.9/18
50.	Life's Embarrassing Moments	ABC	9.8/18
51.	T.J. Hooker	ABC	9.6/19
52.	Our Time	NBC	9.3/17
53.	Whose America Is It?	CBS	9.2/16
54.	Dark Night-Scarecrow	CBS	8.8/17
55.	Ripley's Believe It or Not	ABC	8.8/17
56.	Inside Third Reich, pt. 2	ABC	8.6/14
57.	Silver Spoons	NBC	7.6/14
58.	Punky Brewster	NBC	7.3/14
59.	U.S. Open Tennis (Sat.)	CBS	7.0/14
60.	No Place Like Home	CBS	6.6/12
61.	Bugs Bunny Special	CBS	5.2/10

*indicates premiere episode

Fall brings new syndicated shows

Information, variety, comedy and animated shows among offerings

The day of reckoning has come for a new crop of syndicated programs. Beginning with last January's NATPE International convention, syndicators have been busy seeking clearances for a fall season marked by a bumper harvest of new first-run offerings, including LBS's *Inday*, a two-hour block for daytime, and Paramount's *America*, an hour-long local news lead-in.

Randy Reiss, president of Paramount Domestic Television and Video Programing, said that clearing *America* has been "easier than we thought" and called the lineup of 113 stations for the show "good, demanding stations." *America's* producers, Paramount and Post-Newsweek, have invested $22 million to $25 million in the show.

Henry Seigel, chairman of the board of LBS Communications, said *Inday* has been cleared in 85% of the country, and he expects that figure to reach 90%. While some reps have said the show may suffer from appearing on a lineup of weaker independent stations, Siegel is not concerned. "My only concern is that stations promote" the show, he said.

Among the new offerings are three first-run, weekly sitcoms. *Small Wonder*, distributed by Metromedia Producers Corp. and produced by the New Program Group, debuted on Sept. 7 at 6:30 p.m. on WNEW-TV New York and scored a 10/22 in the Nielsen overnight ratings. It debuted at 7 p.m. on the same day on KTTV(TV) Los Angeles and scored an 8/16; on WFLD-TV Chicago, at 6 p.m., it did an 8/17.

What's Happening Now, distributed and produced by Columbia Pictures Television in association with LBS, did a 8.7/20 in Nielsen overnights when it debuted Sept. 7 at 6 p.m. on WNEW-TV, and a 7.3/18 on WFLD-TV Chicago at 5 p.m.

To make a first-run production a "firm go," many of this year's productions are relying on cash clearances. (The third first-run sitcom this year, LBS's *It's A Living*, is being sold on a barter basis.)

Bill Kunkel, vice president of marketing and sales for Tribune Entertainment, says cash sales (or cash plus barter) are one way to insure recovery of production costs from shows.

The late-night daypart will see the addition of two new shows, the Viacom-distributed *Comedy Break with Mack and Jamie*, and Orbis's *Comedy Tonight*. Lucille Salhany, vice president for programing at Taft Broadcasting, said that off-network product, such as *Dynasty*, will also present some late-night competition.

This year's offerings also include two groups of "copy cats." Six new game shows will attempt to follow in the footsteps of *Wheel of Fortune*, and a number of animated shows will try to duplicate the success of *He-Man & Masters of the Universe*, playing in afterschool time periods. □

What's new in first-run for syndication, 1985

(* indicates strip)

	Syndicator/producer	# of mkts./ % of US homes	# of episodes/ repeats	Terms of sale	Debut date	Time period
Game shows						
** Headline Chasers*	King World/Merv Griffin	126/77%	195/65	cash plus	Sept.9	early fringe
**New Newlywed Game*	Firestone Programs/Chuck Barris	160/97%	170/85	cash plus	Sept.16	access
**$100,000 Pyramid*	20th Century Fox/Bob Stewart	51/51%	100/30	cash plus	Sept. 9	access
**Price is Right*	Television Program Source/Goodson-Todman	120/85%	170/90	cash plus	Sept. 9	access
**Break the Bank*	Blair/Richard S. Kline	51/55%	195/65	cash plus	Sept. 16	daytime
**Catch Phrase*	Telepictures/Marty Pafatta	130/85%	195/65	cash plus	Sept. 16	various
Sitcoms						
**What's Happening Now*	Columbia Pictures in assc. with LBS	89/76%	22	cash plus	Sept. 7	access/early fringe
**It's A Living*	LBS/Witt-Thomas	107/88%	22	barter	Sept.23	weekend access
**Small Wonder*	Metromedia Prod. Corp./New Program Grp.	NA/70%	24/24	cash plus	Sept. 7	weekend access
Daytime						
**Inday*	LBS/ Tribune Broadcasting/Dan Enright	100/82%	95 to 120	barter	Oct. 7	11a.m.-2:30p.m.
**America*	Paramount in assc. with Post-Newsweek	113/80%	312	cash plus	Sept. 16	early fringe
Ebony/Jet Showcase	Carl Meyers/Johnson Publishing Co.	55/71%	26/52	barter	Sept. 14	early, late fringe
Animated						
**Thundercats*	Telepictures	125/88%	65	barter	Sept. 9	afternoon
**Mask*	LBS/Enterprises	78/80%	65	cash plus	Sept.30	afternoon
**Jetsons*	Worldvision/Hanna-Barbara	85/77%	65	cash plus	Sept.16	afternoon
The Funtastic World of Hanna-Barbara	Worldvision/Hanna-Barbara	87/76%	17	barter	Sept.16	Sunday a.m.
**Jayce and the Wheeled Warriors*	SFM/Group W/ Filmation	82/76%	65	barter	Sept.16	afternoon
**She-Ra, Princess of Power*	Group W Productions/Group W/Filmation	120/84%	65	barter	Sept. 23	afternoon
**G.I. Joe*	Tribune/Claster	120/86%	65/130	barter	Sept.23	afternoon
**Gobots*	Television Program Ent./Hanna-Barbara	107/80%	65	barter	Sept.16	afternoon
**Tranzor Z*	TEN/3B	70/60%	65	barter	Apr.1	morning
Other						
**Comedy Tonight*	Orbis/Boggs/Baker	110/78%	65/65	barter	Sept.23	late fringe
**Comedy Break*	Viacom/Barbara Booker	42/52%	65/65	cash plus	Sept.23	late fringe, access
Star Games	Viacom/Company III	110/82%	13/13	barter	Sept. 16	wknd, 4-6 p.m.
Dick Clark's Nitetime	King World/Dick Clark Productions	91/NA	35/17	cash plus	Sept.28	Sat., 11:30p.m-12:30
FTV	MCA/Chris Bearde	115/85%	36/13	barter	Sept.16	wknd late, ear. frng
Mad Movies	Four Star in assc. w/the L.A. Connection	44/43%	26/52	cash	Sept.14	wknd late night
Dempsey and Makepeace	Tribune/London Weekend Television	35/62%	19/57	cash	Sept.9	open

For the Record

As compiled by BROADCASTING, Sept. 5 through Sept. 11, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ KQXK(AM)-KCIZ(FM) Springdale, Ark. (AM: 1590 khz; 1 kw-D; FM: 104.9 mhz; 3 kw; HAAT: 137 ft.)—Seeks assignment of license from Johnson Communications Inc. to KWON Broadcasting Inc. for $700,000, comprising $260,000 cash and remainder note. Seller is owned by Dewey Johnson, who has no other broadcast interests. Buyer is owned by R.J. Moran, who also owns KGTM(AM)-KNIN(FM) Wichita Falls, Tex. Filed Aug. 28.

■ KOFY(AM) San Mateo, Calif. (1050 khz; 5 kw-D)—Seeks assignment of license from Radio Espanol Inc. to Pacific Rim Inc. for $2 million cash. Seller is owned by Doug Pledger and Robert Day, who have no other broadcast interests. Buyer is owned by James J. Gabbert (85%) and Michael P. Lincoln (15%), who also own KZTO(TV) San Francisco. Filed Sept. 3.

■ KQRS-FM [CP] Pagosa Springs, Colo. (106.3 mhz)—Seeks assignment of license from Debra Jo Hillery to Rod-Mar Inc. for $50,000. Seller has no other broadcast interests. Buyer is owned by Robert B. Roddy and Wayne Marcy, who also own co-located KPAG(AM). Marcy also has interest in KKBK(AM) Aztec, N.M. Filed Aug. 28.

■ WOPY(AM) Jacksonville, Fla.—Seeks transfer of control of Caleb Communications Inc. from Raymond W. Fraley (90%) and Carl D. Chapman (10%) to Marshburn Broadcasting Co. for assumption of liabilities. Sellers have no other broadcast interests. Buyer is equally owned by Danny T. Marshburn and his brother, Thomas. It also has interest in WLLY(AM) Wilson, N.C. Filed Sept. 5.

■ WXLT(TV) Sarasota, Fla. (ch. 40; ERP vis. 2,871 kw; aur. 431 kw; HAAT: 771 ft.; ant. height above ground: 814 ft.)—Seeks assignment of license from Sarasota-Bradenton Florida Television Co. to Southern Broadcast Associates Joint Venture for $40,500,000 cash. Seller is principally owned by Robert W. Nelson, who also has interest in WBRD(AM)-WDUV(FM) Bradenton, Fla. and WAAT-TV Wildwood, N.J. Buyer is owned by Southern Broadcast Group (SBG) and Triquest Broadcasting Group Inc. SBG is owned by Douglas C. Barker (31%), Manuel Calvo (24%) and three others. Triquest is principally owned by James D. Gershman and three others. Barker is station manager of WTVJ(TV) Miami. Calvo is creative services director at WLTV(TV) Miami. Gershman is investment consultant from Stamford, Conn. Filed Aug. 30.

■ WHUT(AM)-WLHN(FM) Anderson, Ind. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 97.9 mhz; 50 kw; HAAT: 490 ft.)—Seeks assignment of license from Eastern Broadcasting Corp. to Patch-Dunn & Associates Inc. for $2,726,000, comprising $1,726,000 cash and remainder note at 10% over five years, with interest-only payments for first four years and balloon payment on fifth year. Seller is Washington-based station group of four AM's and five FM's principally owned by Roger A. Neuhoff and his wife, Louise. His brother, John R. Neuhoff owns WESO(AM)-WQVR(FM) Southbridge, Mass. Buyer is owned by Kenneth J. Patch and five others. It also owns WOCB(AM)-WRZE(FM) West Yarmouth, Mass. Filed Sept. 4.

■ WZPL(FM) Greenfield, Ind. (99.5 mhz; 50 kw; HAAT: 490 ft.)—Seeks assignment of license from H&W Communications Inc. to Midwestern Communications Ltd. for $7.5 million. Seller is Kapiolani, Hawaii-based station group of one AM, four FM's and two TV's, principally owned by Cecil Heftel and family. Heftel is Democratic representative from Hawaii. Buyer is principally owned by William L. Yde. It also has interest in KKCW(FM) Beaverton, Ore. Filed Sept. 6.

■ WIDO(FM) Dunn, N.C. (103.1 mhz; 2.7 kw; HAAT: 325 ft.)—Seeks assignment of license from W.B. Belche to Landsman-Webster Communications of North Carolina Inc. for $1.2 million cash. Seller owns WIDU(AM) Fayetteville, N.C. Buyer is owned by Dean Landsman (16.66%); Maurie Webster (16.66%); Michael C. Nigris (31.66%); his wife, Norma (31.66%), Steven Baum (31.66%) and Kenneth Eisenberg (3.33%). Nigris, Baum and Eisenberg have interest in KVEC(AM) San Luis Obispo and KPGA(FM) Pismo Beach, both California. Filed Aug. 30.

■ WTOE(AM) Spruce Pine, N.C. (1470 khz; 5 kw-D)—Seeks assignment of license from Toe River Valley Broadcasting Co. to WTOE Inc. for $320,000, comprising $80,000 cash and remainder note at 10%. Seller is owned by Stanley R. Beach, who has no other broadcast interests. Buyer is owned by Fred T. Boyd (50%), John J. Dobson (25%) and Carroll P. Rogers (25%). It has no other broadcast interests. Filed Aug. 29.

■ KREK(FM) Bristow, Okla. (104.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Big Chief Broadcasting of Bristow Inc. from L.M. Jack Beasley (35%) and Edwin R. Percival (35%) to Clifford W. Smith (30% before; 65% after) and Don I. Nelson (none before; 35% after) for

GAMMON & NINOWSKI

MEDIA INVESTMENTS, INC.

announces its major 1985 radio transactions*

KTNQ (AM) / KLVE (FM), Los Angeles, California
for **$40,000,000 Cash**

WWWE (AM) / WDOK (FM), Cleveland, Ohio
for **$9,500,000 Cash**

WZPL (FM), Greenfield (Indianapolis) Indiana
for **$11,000,000 Cash**

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*subject to FCC consent

Summary of broadcasting as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,373
Total Radio	9,813	761	10,572
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.